RESEARCH PROPOSAL

MARKET SCENARIO AND PROMOTION OF KHADI APPAREL AMONG FEMALE CONSUMERS

Doctor of Philosophy

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Introduction

An Overview of Khadi

India is home to the world's most hand-skilled artisans and has a rich textile heritage. A heritage of high-end quality craftsmanship and diversity ranging from hand embroidery, block printing, natural dyeing, hand weaving, to the mastery of hand spinning. It is in this magical country and by its skilled artisans where the roots of "Khadi" fabric can be found. Unlike from other fabrics, khadi has marked as a testament of India's past and is proof that "Old is truly Gold". Traditional Khadi is hand-spun and hand-woven cotton fabric also manufactured from wool and silk, known as khadi silk or woolen khadi. Hand-spun yarns with counts as high as 200, almost invisible to the human eye, are hand-twisted and -woven into beautiful fabrics. These techniques can only be mastered by few due to its difficulty. The quality difference of a thread that is formed between two fingertips epitomizes the fabric's unique character and identity. The factors which distinguish khadi from handloom products is that, khadi is hand-spun with the help of a charkha (spinning wheel) and on the other hand handloom yarn is processed in the mill. This is what makes khadi fabric so unique and resilient and incorporates the properties of keeping the wearer warm in winter and cool in summer. The production of khadi is an extremely judicious process which focuses on the environment right from the beginning of the yarn spinning to the whole process of weaving. This is what makes Khadi fabrics unique in terms of production, and impossible to compare or copy by machine-made fabrics.

Before independence Khadi was considered as the fabric for the political leaders and the rural people. But now it has made a remarkable mark into the wardrobes of fashion conscious people. The current scenario is that the demand of khadi is more than its supply. Earlier only khadi cotton was manufactured which have a very coarse texture and feel. Now, many varieties of khadi like khadi silk, khadi wool and khadi poly-vastra are being manufactured from wool, silk and blended fibers, which make khadi a fashionable fabric

Khadi and its importance

In India khadi is not just a cloth, it is a movement started by the father of the nation "Mohandas Karamchand Gandhi". "Revival of hand spinning and hand weaving will make a largest contribution to the economic and moral regeneration of India" (Gandhi, 2009). The words of the Mahatma Gandhi still have the same significance in current Indian scenario. The khadi

movement promoted an ideology, an idea that Indians could be self-sufficient and independent. The khadi movement aimed at boycotting foreign goods which were produced by buying cotton from India in cheaper rates, exported to Britain where they were weaved and manufactured and brought back to India for sale with the huge hike in price. Mahatma Gandhi began to encourage and promote the spinning of khadi for rural self-employment and self reliance in 1920s for improving Indian economy, thus making khadi an integral part and icon of the Swadeshi movement.

The Handloom industry

In India the history of textiles dates back to the use of mordant dyes and blocks around 3000 B.C. The diversity of fibers found in India, intricate weaving on its hand looms and organic dyes attracted buyers from all over the world for centuries. The handloom industry of India demonstrates the diversity and richness of the Indian culture. It is not only one of the most prestigious and important part of the textile industry, also it is the second largest employment provider for the rural population after agriculture. The handloom industry has a unique place in our Indian economy and has been sustained by transferring skills from one generation to another (Vyshnavi and Nair, 2017).

Handloom industry helps in generating ample opportunities of employment especially for the labor class. The industry also helps in considerable sum of foreign exchange to the country, thus, strengthening the national economy (Varghese and Salim, 2015). Handloom industry also provides substantial contribution to GDP of India. The products made from the Indian handlooms ranges from coarse to very fine fabrics from a variety of fibers such as cotton, wool, silk, tasar, jute, synthetic blends, etc. Nearly 19% of the total cloth is produced by the handloom sector in the country and also adds substantially to export earnings (Kaushik and Jain, 2015).

Difference between khadi and handloom

Khadi and handloom products are handmade, and there is very crucial difference between the two. The handloom fabric is hand woven on basic manual looms with no use of automation whereas; the yarns or threads used in weaving are processed by using machines. It is very easy to maintain the extremely high count of the yarn as it is machine made. The main task of handloom fabric is to handle the finest yarn during weaving process without breaking the yarn. On the other hand, khadi is also hand woven fabric but made with hand spun yarns. There is some unevenness in the yarn while spinning which leads to a thick and coarse texture of the khadi which is the

essence of khadi fabric. The yarn count in the case of khadi is not steady as of yarns produced by machines for handloom fabrics. As everything is handmade in producing khadi fabric, it is difficult to achieve extremely fine quality of yarn that makes certain khadi fabrics almost transparent (Bhushavali, 2016).

Market overview of Khadi

Khadi has a very limited market catering to few consumers who either believes in wearing good quality cotton clothes or are emotionally attached with the khadi ideology. Sales of khadi and khadi products mostly rely on the rebate. Design, color and type of readymade khadi have not witnessed much change. Very few attempts are being made by the institutions which are focusing on understanding the current market scenario and making attempts to make products that are more 'in' with the consumer (Gopinath, 2008). Extensive branding and popularization of other private brands like Fab-India and Khaddar has changed the growth of the khadi industry in Indian market. According to a recent published report, the sale of khadi and village industry hiked by 14 percent to reach 37395 crore during the financial year 2015-2016 (Barman, 2017). Today, the textile and apparel sector is the second largest employer and generated $1/5^{th}$ of the total export earnings and contributes 4 percent to the GDP, hence making textile and apparel industry the largest industry of the country (Chandra, 2006).

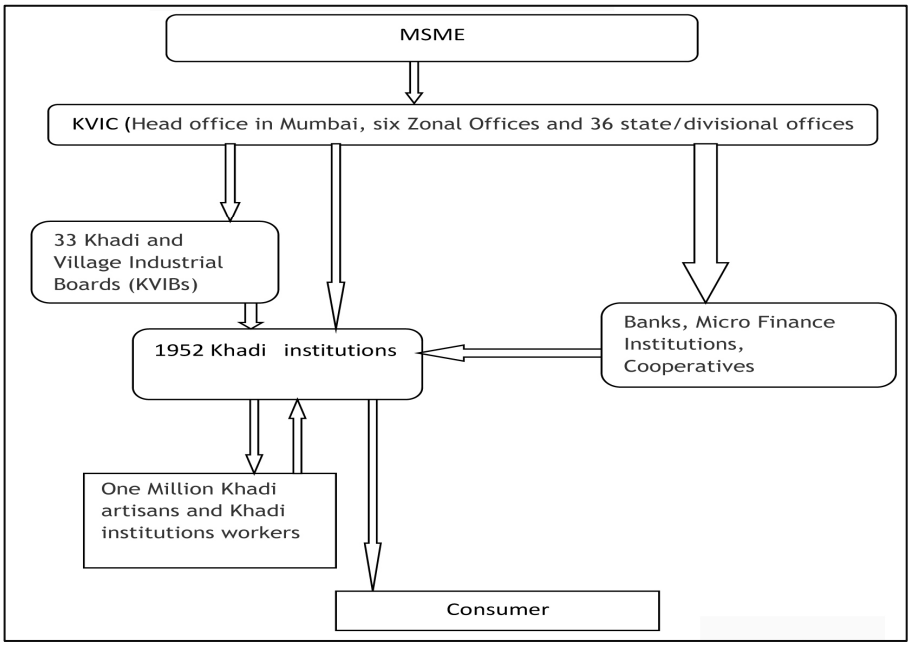
Overview of the Global Female Apparel Industry

Fashion is one of the most important aspects of female's wear and keeps on changing with the change in time. The largest market for female's wear is in Europe followed by North America. The fastest growing market for female's wear is expected to be Asia Pacific. Increase in promotional activities, rise in disposable income, increase consumer confidence, awareness and increasing eagerness of the shoppers to be updated with the latest fashion trends are some of the major driving force for female's wear market. The demand for the female apparel, primarily formal wear is growing with the growing number of working female. There is a need for female to upgrade their wardrobes as more female are steadily entering the workforce. According to the report published by (Technavio, 2018) female's apparel market will register revenue of close to USD 671 billion by 2022.

Supply Chain

In the present scenario, rules for the Khadi certifications are decided by KVIC as per section 15(2) (K) and (I) of Khadi and Village Industry Act, 1956 (61 of 1956) of the Khadi and Village Industries Commission Regulations, 1958. Safeguarding the purity and genuineness of Khadi, suitable wages to artisans, and assurance of fair price and quality to the consumer are the three aspects of certification. The artisans (spinners, weavers) comprises of 65 percent of female artisans are contracted by the institutions for different stages of production from khadi.

The production process starts with the production of cotton bale in the farms. The cotton bale is then sent to the six silver plants of KVIC and Khadi institutions. In these plants cotton tapes are formed using cotton bales. Soft and untwisted silver (loose strand of fiber) is made by carding machine and sent to khadi institutions. Spinners convert the silver into yarns on charkhas. Yarn is brought back from spinners by Khadi institutions and sent to weavers for weaving on handlooms. The ready fabric is then sent for dyeing and finishing processes before selling to consumers.


MSME
KVIC (Head office in Mumbai, six Zonal Offices and 36 state/divisional offices
33 Khadi and Village Industrial Boards (KVIBs)
1952 Khadi institutions
Banks, Micro Finance Institutions, Cooperatives
One Million Khadi artisans and Khadi institutions workers
Consumer

Source: Centre for Public Policy Research, 2016

Figure: 1.1 Stakeholders in the Khadi Industry

Significance of the study

The present study "To study the market scenario, consumer attitude and awareness towards khadi apparel" aims to throw light onto creating awareness and study consumer satisfaction towards khadi apparel. The present study has been selected to identify and assess different problems and constraints which khadi is facing despite being an Indian fabric.

The study aims to promote the Gandhian ideology which aims on wearing Indian fabric. Presently khadi is facing various challenges in terms of marketing, demand of consumers and designing. The study will elicit information on khadi and will find out the present status and challenges faced by khadi in Tri-city.

Thus, an attempt will be done by the researcher to rejuvenate the status of khadi and promote khadi by conducting workshop in the selected area.

The main objectives of the Study

1. To study the present status of khadi sale in outlets of Punjab and Haryana
2. To identify the challenges faced by the khadi sales in outlets and suggest measures to promote khadi apparel.
3. To analyze consumer satisfaction regarding khadi apparel
4. To explore the marketability for the developed female apparel range
5. To create awareness among young females towards khadi apparel

Operational Definitions

1. **Customer Satisfaction:** Customer satisfaction is analyzation of a service or product as in the degree to which that service or product is meeting the expectations or needs of the consumer.
2. **Consumer awareness:** It is a marketing term to make consumer aware of the rights about the products or services.

Review of Literature

A literature review is an essential feature of any academic report or research. An effective review of published or unpublished research creates a firm foundation for knowledge advancement. An effective review facilitates theory development, closes areas where a plethora of research exists and uncovers the areas for which research is required (Webster and Watson 2002). A review examines the secondary sources relevant to the research and helps in analyzing a critical evaluation and summarizing the research work. The present study will be undertaken to examine the "Market scenario, consumer attitude and awareness towards khadi apparel". The literature review for the study has been collected under following sections:

Review of Khadi

Khadi also known as Khaddar, made by spinning the threads on an instrument known as Charkha. The movement of khadi manufacturing gained momentum under the guidance of father of nation Mahatma Gandhi during pre-independence. This movement of khadi manufacturing and wearing started as to discourage the Indians from wearing of foreign clothes.

Before independence Khadi was considered as the fabric for the political leaders and the rural people. But now it has made a remarkable mark into the wardrobes of fashion conscious people. The current scenario is that the demand of khadi is more than its supply. Earlier only khadi cotton was manufactured which had very coarse texture and feel, however now, many varieties of khadi like khadi silk, khadi wool and khadi poly-vastra are being manufactured, which makes it a fashionable fabric.

Marketing of Khadi

Srivastava (2017) conducted a study in Udaipur city of Rajasthan to explore the current market trend and availability of khadi fabric in the market. The study was carried out by conducting survey between 10 marketing personnel associated with khadi gram udhyog. Seventy percent of the respondents were Govt. employees and rests were running their own shops. Market survey was done to get the required information through structured interview to analyze the need and demand of khadi in every possible way considering color availability, stock availability, impact of sales, season, cost, embellishments, demand of the type, approximate sale of type of khadi etc.

Results revealed that in recent times increase in variety of khadi in terms of wider choices of colors, fineness, and texture makes khadi more popular among young and old generation. Also there is a bright future ahead for both KVIC and designers as they are taking firm steps to promote khadi among masses.

Aggarwal and Nair (2016) conducted a study in Ahmadabad city to identify social media as a marketing tool for growth of Indian Khadi industry. Conceptual research was done on a sample size of 101 respondents and data was collected by questionnaire. Data analysis was done on the basis of age, occupation, preference, types of khadi, online shopping sites etc. Chi-square tests and frequency table was used to calculate the results. The results show that majority of people constantly use online shopping portals for purchasing apparels. Seventy six percent of people use social media and they get attracted and influenced by social media advertisements to buy their apparels. It was also suggested that Khadi should not be limited to khadi gram udyog but available online as to meet the need of the customer conveniently.

Goel and Jain (2015) in their study made an attempt to identify the demand and supply side problems in khadi industry in India and recommended an action plan for the same. They also try to capture the reason behind limited growth of khadi industry, the workings of KVIC - Khadi and village industry commission and current marketing strategies of Rajasthan Khadi and Village Industry board. A literature review was done to reach to the effective outcomes. The study reveals that major problem encountered with KVIC products is regarding marketing and sales as the KVIC products are being sold through their own network thus finding it difficult to market their products and facing demand and supply side problems like less awareness of the brand khadi, limited working hours of the khadi bhandars, uneven quality and limited design patterns, poor marketing linkages, obsolete weaving technology leading to more preference given to foreign brands. It has been suggested that by improving the quality and building an effective marketing plan can spread more awareness of khadi brand in the masses.

Mondal (2015) founded a study through design awareness program, under Design Clinic Scheme for MSMEs – micro, small, medium enterprises to provide a guide to design experts and to generate design information .etc. The workshop helped the participants to understand the holistic scenario of cluster and benefit them with the support of design experts for design intervention in handloom sector. Six handloom clusters were selected in the state of Assam where designers

visited, stayed and attended a 5 days design workshop where solutions to the problems like challenges and opportunities in raw material, product design, workstation tools and equipments, ergonomic and environmental issues, packaging and branding, skill up gradation and employment generation were given. The scheme was implemented for the first time directly at the cluster level. “Design as a tool” was used for the first time by the designers as earlier “design to them was copy and paste”. Designers are promoting their products not only in their own clusters but also in different market, fairs and exhibitions. It has been suggested that handloom industries are giving employment to rural sector and the Govt. needs to develop strong strategy for the handloom sector in Northeast.

Nadh et al., (2013) conducted a study in Andhra Pradesh to identify the need for market assessment, problems, marketing strategies and marketing mix for the development of handloom sector and its market. Marketing is a major constraint for the handloom sector due to lack of coordination and communication among agencies and institutions. The material supply chain to the end user is very long and the structure of business and trading practices varies from one weaving centre to another. Long distribution channels, number of middlemen traders, commission agents etc. made the whole system more complex. Challenges in marketing of handloom products due to changing market environment like, globalization, industrialization and mechanization, lacking in proper market information, awareness about product features, quality, insufficient promotions and advertisements, standardization, improper management of handloom logistics, role of national handloom development corporation and tough market competition leads to major problems of marketing handloom products.

The paper suggested that reduction in prices, availability of the product quality, reduction in intermediaries etc. are needed to improve the satisfaction level of handloom industry. Government should help in opening more outlets, exhibitions and trade fairs, relaxation in duties and taxes, strict implementation of rules, better technology for weavers may help in generating more designs and provide more opportunities to make handloom sector survive. Also to get success in today’s competitive market place the handloom sector needs to be customer centered and must design a marketing program that delivers the intended value to the targeted customer.

Design development in Khadi

A study was done by Ambre and Lad, (2017) to assess the knowledge and awareness about khadi, its acceptability and to create publicity and awareness among the youth to encourage them to design garments made of khadi fabric. A survey was conducted in Mumbai, Maharashtra between 50 students aged 16-22 years to evaluate the awareness about khadi fabric on the basis of application, use, identification, varieties, consideration and awareness. The results were calculated in percentage on the basis of its use and application in the form of apparel, home textiles, furnishings; identification by texture, appearance, color; awareness about varieties of khadi like cotton khadi, poly-khadi, silk khadi; consideration of khadi as fashion, casual and occasional wear and awareness about khadi as a symbol of nationalism. The results reveal that the younger generation is aware about khadi fabric but not ready to accept is as fashion garment due to the less availability of colors, prints and textures. The present paper suggests to upgrade the techniques for improving khadi and making it more popular amongst youth.

Sharma and Kukreti (2016) conducted a study to explore new and trendy design in khadi one-piece garments which can give new opportunities to designers to be recognized in national and international market. In the present study 15 design sheets were made for development of one-piece garments having pleats and were evaluated by 50 respondents of age group 18 to 20 years from Banasthali University, Rajasthan. Top 5 selected designs were developed and the assessment was done on the basis of excellent, very good and good under 3 point rating scale. Design, aesthetic appeal and color combination, placement of pleats, marketability and acceptability of the selected designs were assessed. It was observed that maximum number of respondents accepted the designs of the garments and the developed designs were suitable for present market. It was also suggested that by exploring new designs for khadi can increase the sale of khadi and uplift the rural areas by providing financial assistance through employment in Khadi Cottage Industries.

Verma et al., (2015) conducted a study in department of textiles and apparel designing, I.C. College of Home Science, Hisar to assess the developed articles made from discarded textiles and embellishment materials. Fifty respondents were selected purposively who have some knowledge of stitching and reusing of unused textiles. Statistical tools were used to assess the data and weighted mean score was calculated for the developed articles like children almirah,

laundry bag, wall pocket, hand towel etc. using embellishment materials like patch, frill ribbon, colored thread, laces, buttons, etc. The result reveals that the discarded textiles can be used to create value added products which can be decorated by using embellishment materials.

Namrata and Naik(2014) in their present study enumerate customers' acceptance for detachable garment components in ladies top, gents' shirt and gents' kurta with embellishments like hand, machine and zardozi embroidery also to suits the pocket of college going students and to introduce the concept of eco-friendly fabric by using trendy naturally colored cotton khadi fabrics for designing. Consumer acceptance was enumerated by conducting a survey through exhibition and self structured questionnaire by randomly selecting 240 adolescent college going boys and girls of 16-22 years of age and 60 Home Scientists. The result reveals that 78.6% of the total respondents expressed the new concept of detachable garment components was excellent and rest mentioned them as good. Also the surface embellishments added color, beauty, design, value and enhance the promotion by attracting the customers.

A study was done by Sharma and Mishra (2014) to examine the consumers' attitude and preferences on khadi kurtis embellished by using fasteners and there acceptability in market. A survey was conducted in the area of Banasthali Vidyapith to understand the existing design, color, design pattern, length and consumer preferences regarding kurtis. Fifteen designs were created and evaluated by the respondents on the basis of three point rating scale and 5 sheets were chosen to develop the prototype of khadi kurtis. The developed khadi kurtis were embellished by using fasteners like hooks, press buttons, stylish buttons etc. and the acceptability, marketability of designed khadi kurtis were assessed. It was concluded that majority of the respondents were ready to buy the kurtis at estimated price and it was revealed that the designed kurtis fulfill the fashion needs of the current market.

Bhasker (2012) in their study explored the possibilities of designing, product development and value addition of khadi kurtis for young adults and to find out different styles of kurtis available in the market. A survey was conducted between 50 ready-made shop owners and 120 young adults from traditional and professional college of Hubli-Dharwad corporation area to find out the preference of ready-made garments on the basis of style of kurti, pattern, constructional details, fiber content, color, texture, design and surface embellishments. 50 styles of kurtis were designed by forecasting, mood board preparation, illustration, swatch board and color board out

of which 10 designs were selected for development of the prototype with different designing features like pleated yoke, loops and strings, roll up sleeve, appliqué work etc. The production cost of the developed khadi kurtis was calculated separately and the acceptance of the same was analyzed by conducting a fashion show and an exhibition. The result reveals that all the kurtis were unique and well suited for present trend with respect to overall appearance. It was suggested that many alterations can be made to develop kurtis for special group children and senior citizens keeping in view different figure types.

A study conducted by Sharda and Kumar, (2012) aimed to incorporate the concepts for more sensible and responsible designs among the students to give a better solution for sustainable fashion. The study proceeded at National Institute of Fashion Technology, Bangalore with eight week design process plan by using different concepts like wardrobe staple piece, multi-functionality of garments, reconstruction, emotive designing for slow fashion, reduced material and process using modern technology, recycle-best out of waste, choosing artisans products to support small craft, modular clothing. Results reveal that more sensible and responsible designs can be achieved by using waste material, recycling of the products, planning second life for the fashion products, as well as important designer skills can be developed among the students which otherwise were never taken into consideration.

Babel and Kumawat, (2010) conducted a study in Udaipur to explore the acceptability and market potential of value added khadi bed linen developed from less width khadi fabric using computerized embroidery designs. A structured interview was done and 30 female respondents were selected randomly to evaluate and assess the acceptability of the developed bed linen based on 5 point rating scale on the basis of cost, uniqueness, placement of the design and color combination. The results reveal that computerized machine embroidered bed linens were unique and have good market potential.

Khadi and customer preferences

Saluja (2016) in her study throws a light onto reinventing khadi as per the modern lifestyle choices of the urban consumer. A self framed questionnaire was used to conduct a survey in Delhi NCR among 200 respondents selected randomly to examine the sales growth for sustainable fashion. The study revealed that sales of khadi are experiencing low levels of growth

in spite of the increasing demand for sustainable fashion products. It was suggested that khadi can be remade, recycled and up-cycled to make a new or second hand product. New marketing strategies like khadi re-launch, store locations and visual merchandising, social media promotions, participation in fashion shows, newspaper advertisements etc. can be used to promote khadi as sustainable fashion fabric and to encourage today's consumer which may help in boosting the sales of khadi.

A detailed study conducted by Nair and Dhanuraj (2016). They examined the growth of khadi sector in India and points out how the over regulation of the sector by the government has resulted in the inefficiencies in the sector. The results of the report revealed that by removing the entry barriers and making khadi fabric available in private retail stores, as well as by increasing the choices available for production and sales the status of khadi can be improved. Also weavers and spinners should be allowed to work with private textile designers without the approval of Khadi Village Industry Commission (KVIC).

Krishnan and Chandrasekaran (2016) conducted a study and analyze the comfort properties, fit analysis and wear study of khadi. A survey was carried out by visiting leading apparel retail showrooms. Ten apparel styles were developed and implemented in different traditional designs and motifs of Warli, Kasuti and Kantha embroidery and the application was done by screen printing, block printing, hand and machine embroidery and hand painting. Based on international standard testing procedures, fabric tests like longitudinal wicking, diffusion, water absorption, air permeability and water vapor permeability were carried out and assessed. Five point rating scale was used to assess the developed product on the basis of aesthetic look of the garment, suitability for current fashion trends and fit. Results revealed that water absorption, longitudinal wick ability and diffusion is better than the wet ability of khadi due to presence of starch content in fabric properties. The fit of the garment measured an overall reduction by 2 cm and 1 cm at the yoke also the fit of the khadi apparel is improved by slight modifications in critical zones like chest, back width and armholes. The development cost of the design is also affordable.

Padmasani et al., (2011) in their study "Rural consumers' attitude towards khadi products" revealed reasons that affect the purchase preferences of buyer which included distance, source of information, period of purchase, frequency of purchase etc. To conduct the study 100 respondents from six rural based khadi shops located at Gobichettipalayam Turik were selected.

It was observed through the study that the use and preferences of khadi was based on how near and far the khadi shop is located. When the khadi shop was located nearby consumers' residence they have higher mean attitude towards khadi products. Only 4% of the respondents get information about khadi through advertisement. So it was suggested by the study that more advertising campaigns should be carried out to make all classes of people aware of khadi and to project it as a fashion statement for the youth. The result indicates that the consumer have positive attitude towards khadi products moreover, the consumers who have good attitude towards khadi products have more satisfaction.

Conclusion

It was concluded from the research review that khadi is well known fabric not only in India but worldwide. Less effective marketing strategies, less awareness, quality of khadi and cost of production of khadi needs a step ahead to make khadi remarkable in all aspects. More efforts and work need to be done on promotion and awareness of khadi fabric in terms of apparels.

Methodology

Methodology refers to the systematic and theoretical analysis of the methods applied to a field of study. In other words, it is a systematic way to solve a problem. The purpose of methodology in any research aims to give the work plan of research. It is essential for a researcher to design a methodology for the chosen problem. The present study deals with the description of the methods and procedures followed in order to achieve the qualitative data for analysis and interpretation. In order to fulfill the need of the objectives for the present study, survey method will be used for collection and analysis of data.

The study will be carried out in two phases and categorized under following heads:

3.1 Research design

PHASE - I

3.2 Analyzing the status and challenges of khadi apparel sales in outlets

3.2.1 Selection of locale for khadi sales outlets

3.2.1 Sample selection

3.2.2 Sample size

3.2.3 Sampling method

3.2.4 Tools and techniques for data collection

3.2.5 Data analysis

PHASE - II

3.3 Current awareness and satisfaction of the young female towards khadi apparel

3.3.1 Locale of the study

3.3.2 Sample selection

3.3.3 Sample size

3.3.4 Sampling method

3.3.5 Tools and techniques for data collection

3.3.6 Data analysis

3.4 Development and assessment of range of female wear for Indian mass market

- 3.4.1 Dyed and printed khadi cotton available in market
- 3.4.2 Use of structured patterns, laces and buttons for embellishment
- 3.4.3 Designing of female's apparel range using CAD
- 3.4.4 Selection of designs for developing garments
- 3.4.5 Selection of judges
- 3.4.6 Development of selected designs
- 3.4.7 Evaluation and marketability of developed female's apparel range for Indian mass market

3.5 Workshops on creating awareness regarding khadi apparel

- 3.5.1 Selection of locale
- 3.5.2 Selection of sample
- 3.5.3 Tools and techniques used
- 3.5.4 Data collection
- 3.5.5 Data analysis

The detailed plan of research will be as follows:

3.1 Research Design

A systematic approach used by a researcher to conduct a scientific study is referred as a research design. It involves an overall synchronization of identified components and data resulting in feasible outcome to determine its relevance of its purposed procedure. Research design should follow a strategic methodology, with the type of research chosen in order to come up with an authentic and accurate result. The research design aims to determine what, where, when and how the procedures for concerning the study will carry out for the purpose of research. A good research design constitutes a detailed outline for the collection, measurement and analysis of data aiming to the formation of hypothesis and its operational implications for the data analysis (Kothari, 2011).

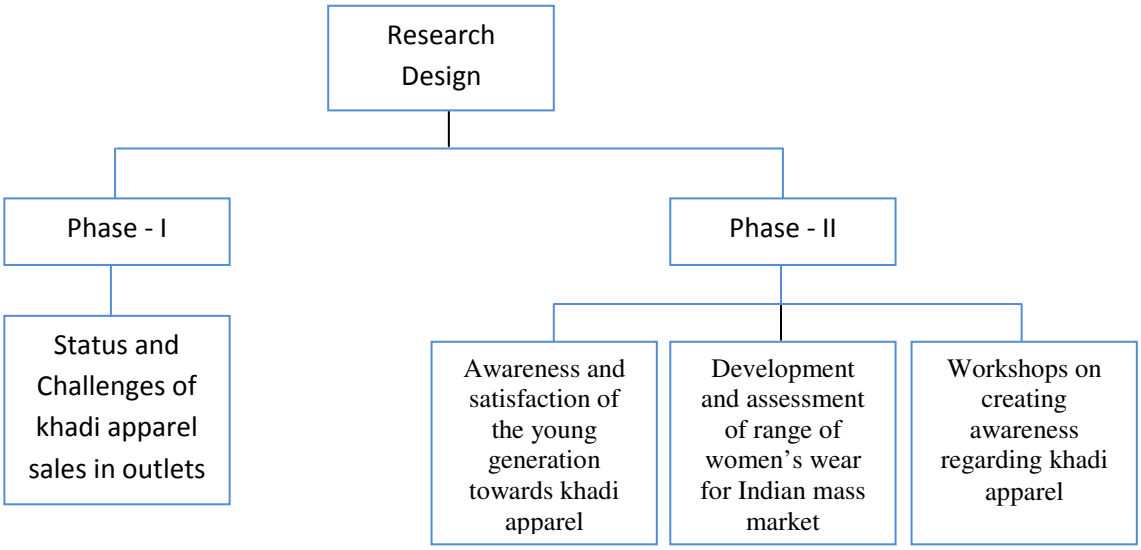

Research Design
Phase - I
Phase - II
Status and Challenges of khadi apparel sales in outlets
Awareness and satisfaction of the young generation towards khadi apparel
Development and assessment of range of women's wear for Indian mass market
Workshops on creating awareness regarding khadi apparel

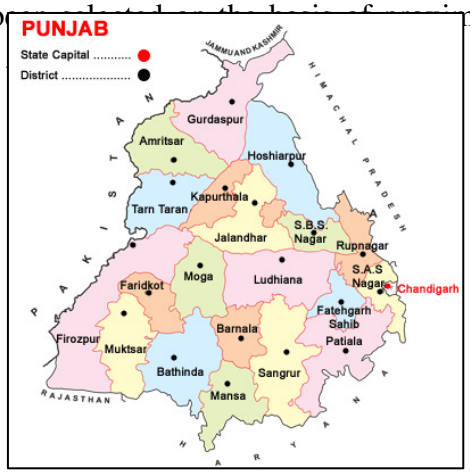
Figure: 3.1 Conceptual framework

3.2 Analyzing the status and challenges of khadi apparel sales in outlets

The status and challenges faced by khadi apparel sales in outlets will be discussed under following heads:

3.2.1 Selection of locale for khadi sales in outlets

The study will be conducted in Punjab and Haryana to collect the qualitative data for analysis. The area has b[illegible]nity and also on the basis of importance and need for



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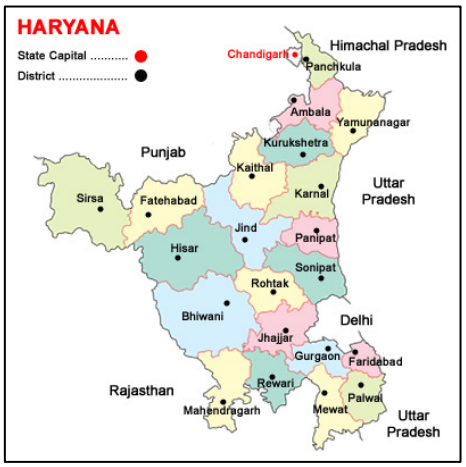


https://www.districtsofindia.com/punjab/statedistrict.aspx

Figure: 3.2 Map of Punjab

Source: https://www.districtsofindia.com/haryana/statedistrict.aspx

Figure: 3.3 Map of Haryana

3.2.2 Sample selection

Fifty khadi sales outlets situated in the selected area will be chosen. The sample will be selected purposively to gather detailed information about the status of khadi and challenges faced by the khadi apparel sales in outlets in the selected area.

3.2.3 Sample size

From the selected area fifty shopkeepers one from each khadi sales outlets will be selected purposively. Shopkeepers having 5-10 years of experience in selling khadi fabric and apparel will be approached for collecting the data.

3.2.4 Sampling Method

To carry out the present study purposive sampling method will be used.

3.2.5 Tools and techniques for data collection

The data for the present study will be obtained from primary sources. Market will be explored for the availability of khadi fabric and apparel. Information regarding the status of khadi and challenges faced by khadi apparel sales in outlets will be gathered from selected shopkeepers of khadi sales outlets. Survey method will be used for collecting the data. Interview schedules with open and close ended questions under two sections will be prepared. The market survey and interview schedule for the collection of data will be as follows:

a) **Market survey:** Market survey will be done to gather the information regarding availability of khadi fabric and apparel in sale outlets in terms of various types, designs, colors, styles etc. available in the market.

b) **Interview schedule to identify the status of khadi and challenges faced by khadi apparel sales in outlets (Annexure- I)**

To identify the present status of khadi and challenges faced by khadi industries interview schedule will be carried out in following three sections:

Section A : General information

This section will include the demographic information about the respondents including name, age, education, marital status, income etc.

Section B: Current status of khadi apparel

This section will aim to find out the current status of khadi in khadi sale outlets of tri-city. Pre-structured questionnaire with open and close ended questions will be framed in order to achieve the study objectives under following parameters:-

i. Variety produced in khadi
ii. Demand of readymade khadi apparel
iii. Cost of different khadi fabrics
iv. Most saleable fabric
v. Available colors in khadi
vi. Available fabric designs
vii. Available readymade apparel in terms of designs

Section C : Challenges faced by khadi apparel sales in outlets

This section will aim to find out the challenges faced by khadi sales outlets of tri-city. Structured questionnaire with open and close ended questions will be framed in order to achieve the study objectives under following parameters:-

i. Raw material
ii. Average production
iii. Supply chain
iv. Sales
v. Stocks
vi. Export percentage
vii. Employment
viii. Assistance provide by KVIC

3.2.5 Data analysis

For data analysis, the following steps will be undertaken:

3.2.5.1 Coding: The data from the interview schedule will be transferred to the coding sheet by assigning numerals to responses for tabulation and analysis of data.

3.2.5.2 Tabulation: The data will be transferred to the coding sheet. Tabulation will be done by arranging the data in the form of tables.

3.2.5.3 Data analysis: The collected data will be then sorted out. The gathered information will be presented in the form of profiles which will be expressed through the frequency and percentage to express the complex and scattered information into simple, clear and logical data.

Phase - II

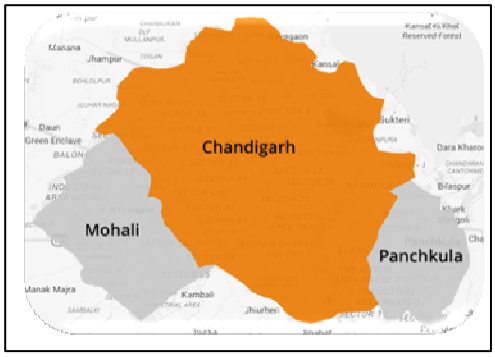
3.3 Current awareness of the young female towards khadi apparel

Awareness of the young female regarding khadi will be analyzed under following heads:

3.3.1 Locale of the study

The study will be carried out in Chandigarh, Union Territory and the two satellite cities of Chandigarh- Panchkula and Mohali together known as tri-city of state of Haryana and

Punjab. Researcher has chosen to educational search for the of the respondents



being a resident of Mohali explore the colleges and institutes of tri-city to knowledge and awareness towards khadi.

Source: http://curiousthetraveller.com/chandigarh/city-beautiful-unique-special/

Figure: 3.4 Map of Tri-city

3.3.2 Sample selection

Undergraduate, Post-Graduate female students of age group 18-23 and faculty of age group 25-35 year from all streams of the colleges and educational institutes of Tri-city will be selected as sample for the study.

3.3.3 Sample size

To carry out the present research a total number of 650 young female respondents from the educational colleges and institutes of Tri-city (Chandigarh – 320, Panchkula – 220 and Mohali - 110) will be taken to carry the research.

Sampling Method

For the present study proportionate purposively random sampling method will be used.

3.3.4 Tools and techniques for data collection

The data for the present study will be obtained from primary sources. Information regarding the awareness and satisfaction of the consumers regarding khadi fabric and apparel will be gathered by using survey method. Questionnaire regarding the awareness towards khadi will be framed to assess the knowledge of young consumers. For the assessing the satisfaction level of the consumers towards khadi, interview schedule will be planned. This method was selected because of the advantage of flexibility over other methods for data collection.

a) **Pre-testing:** Pre-testing of the questionnaire and interview schedule will be done in order to find the validity of the questionnaire through the discussions with the textile and fashion experts.

b) **Selection of Experts:** A total number of ten textile and fashion experts will be selected to assess the framed questionnaire. Five experts from teaching, three industry experts and two designers will be selected as judges for the assessment of the questionnaire.

i. Questionnaire to identify the consumer awareness regarding khadi (Annexure - II)

On the basis of objectives questionnaire will be prepared to study the existing knowledge and awareness level of respondents regarding khadi. The questionnaire will consist of two parts. The first part will be consisted of general questions related to personal profile of the respondents, viz. name, sex, education, occupation, age, family income etc. The second part of the questionnaire will be comprised of 30 questions related to the knowledge and awareness of the respondents regarding khadi. Scores will be assigned to each item of the questionnaire. Correct answer will score one mark each while wrong

answer will be assigned zero. A total of 30 marks will be assigned to each questionnaire. The questions which will be included in the questionnaire will be mostly dichotomous, multiple choice and open ended questions in order to elicit detailed response from the respondents. The questions regarding the awareness towards khadi among the consumers will be framed according to the following parameters

i. Process of making khadi
ii. Khadi as hand crafted fabric
iii. Role of khadi in Indian economy
iv. Khadi as national symbol
v. Thread used in khadi
vi. Variety of khadi
vii. Eco-friendliness of khadi
viii. Khadi as sustainable fabric
ix. Handspun and hand woven fabric
x. Khadi as employment tool

ii. Interview schedule to identify young consumer satisfaction towards khadi and khadi apparel (Annexure - III)

Consumer satisfaction towards khadi and khadi apparel will be gathered by conducting interview schedule in the selected area. The interview schedule will be framed on the basis of open and close ended questions comprising of demographic profile and shopping behavior of the consumers. The questions regarding the satisfaction of the consumer towards khadi will be framed focusing on the following parameters:

i. Availability in stores
ii. Color variations
iii. Designing in fabrics
iv. Designing in apparel
v. Variety in fabric
vi. Variety in ready-made apparel
vii. Cost of fabrics
viii. Cost of readymade apparel

3.3.5 Data analysis

For data analysis, the following steps will be undertaken:

3.3.5.1 Coding: The data from the interview schedule will be transferred to the coding sheet by assigning numerals to responses for tabulation and analysis of data.

3.3.5.2 Tabulation: The data will be transferred to the coding sheet. Tabulation will be done by arranging the data in the form of tables.

3.3.5.3 Analysis: Data analysis will be done under the following parameters:

i. **Questionnaire to identify the consumer awareness regarding khadi**: The responses to the questions will be assessed on the basis of score (out of 30) obtained by the female respondents. Respondents obtaining score between 1 to 15 will be considered to have low knowledge regarding khadi and the respondents obtaining score between 16 to 30 will be considered to have sufficient knowledge regarding khadi. To assess the current awareness level of the respondents the data collected will be analyzed by calculating chi-square values and percentages as per the requirement.

ii. **Interview schedule to identify young consumer satisfaction towards khadi and khadi apparel:** Collected data will be analyzed to express the complex and scattered information into simple, clear and logical data which will be expressed through the frequency and percentage of the data to reach at suitable inferences and conclusions.

3.4 Development and assessment of range of female's wear for Indian mass market

The number of working female is growing globally and the demand for the formal wear for female apparel is increasing. Also, female consumers are regularly entering the workforce and want to upgrade their wardrobe and themselves on regular basis. Therefore, the researcher will design and develop a range of formal wear female apparel for the age group of 21- 35 years for Indian mass market.

3.4.1 Selection of fabric

Eighty five per cent of cotton is grown in ten major countries of the world out of which India is the second largest producer. India's garment exports are primarily based on cotton fiber which constitutes71 per cent of total garment exports. Therefore, the researcher finds that to conduct the further research and to meet the

need and demand of the market, fine khadi cotton is appropriate fabric for making female's apparel range.

3.4.2 Use of structured elements, laces and buttons for embellishment

The design development of female's apparel range will mainly focus on the export market. Therefore, structured patterns, buttons, laces and other decorative material will be used to create the embellishments and enhance the look of the apparel range for female.

3.4.3 Designing of female apparel range using CAD

For the present study a number of 30 new designs 6 designs in each category for female apparel range will be made on computer using software Corel Draw and Adobe Photoshop. Structured patterns with the placement of selected embellishment techniques will be made for the preferences. As research writing is a prolonged process and the current fashion trend does not remain same. Therefore, variations in designs can be made in future with the change in trend and market. The following apparel range will be selected by the researcher on the basis of current Indian market analysis:

i. One-piece dress
ii. Kameez with salwar
iii. Top with trousers
iv. Long top with pants
v. Long gown

3.4.4 Selection of designs for developing female apparel range

The developed designs will be evaluated by the panel of Judges. Out of 30 designs made on the computer, 15 designs will be selected for development. Five point rating

scale will be used for the selection of designs and the weighted mean score will be calculated under following parameters:

i. Designing
ii. Feasibility in Indian mass market
iii. Overall appearance
iv. Cost of garment

Excellent-5, Very good-4, Good-3, Fair-2, Poor-1

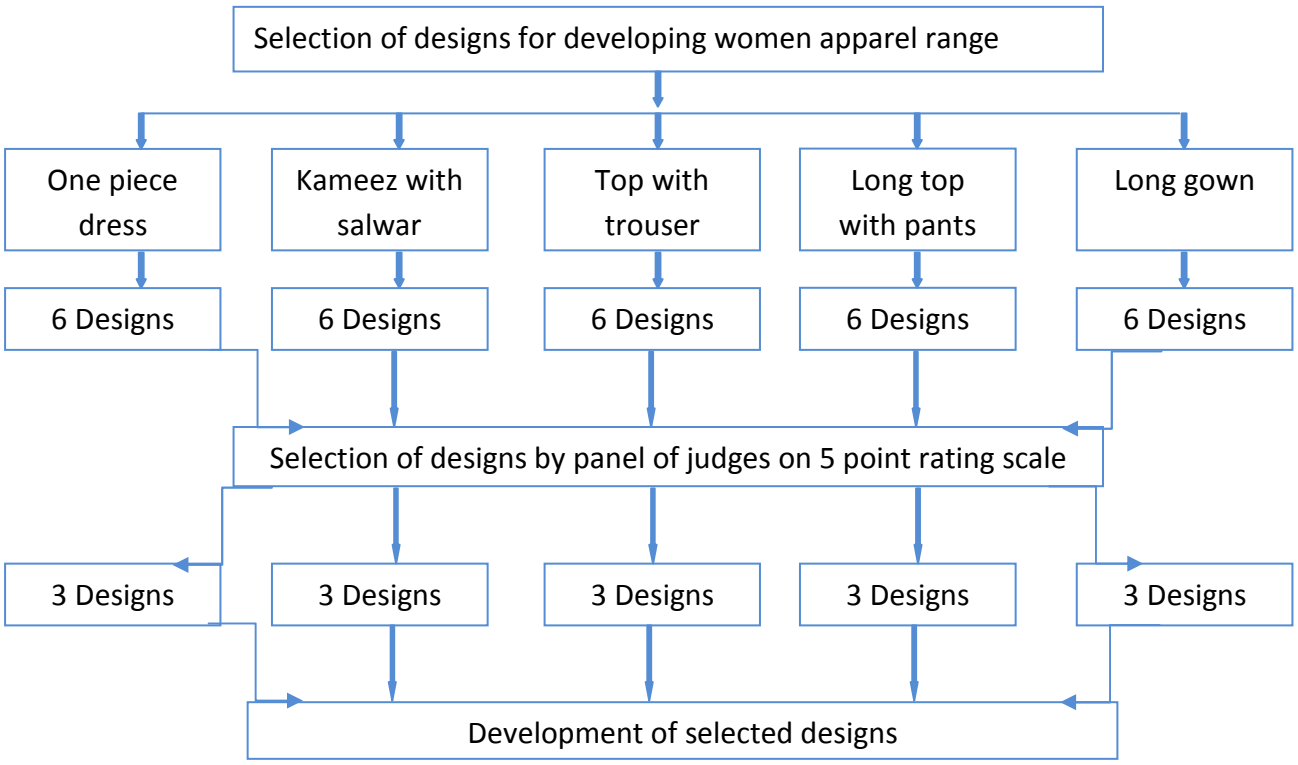


Figure: 3.5 Steps involved in development of selected designs

3.4.5 Selection of Panel of Judges

The panel of judges will be carefully selected keeping in view a sense and knowledge of fashion and export market. Ten judges will be selected to do assessment of the developed designs. Five experts from teaching, three industry experts and two designers will be selected as judges to do the analysis of the developed designs.

3.4.6 Development of selected designs

Selected designs will be processed for developing. Patterns will be made on brown paper and Tuka-cad. Standard Indian female's measurement chart will be followed for developing patterns and designs for female apparel range. Stitching of the garments will be done by using single needle sewing machine.

3.4.7 Evaluation and marketability of developed female apparel range for Indian mass market

The developed female apparel range will be showcased during workshop to the respondents and it will also be exhibited in different khadi sale outlets situated in tri-city for a period of one month. The evaluation of the developed garments will be analyzed on the basis of 5 point rating scale.

3.4.8 Acceptability index

To evaluate the percentage acceptability of the developed female apparel range, acceptability index will be used. The formula will be as follows:

$$\text{Acceptability index} = \frac{\text{Maximum accepting frequency of design} \times 100}{\text{Total Scores}}$$

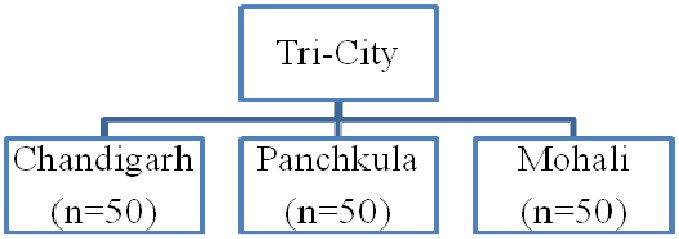
3.5 Workshops on creating awareness regarding khadi apparel

A total number of nine workshops will be conducted to impart knowledge to female students in order to promote, assess and spread knowledge about khadi fabric and apparel.

The main objectives of the workshop will be:

i. To create awareness among the female respondents about khadi

ii. To assess the increase in the knowledge of the respondents regarding khadi



iii. To promote and assess the satisfaction level for the developed female apparel range for mass market of the consumers

3.4.1 Selection of locale

The study will be carried out in tri-city, Chandigarh, Mohali and Panchkula. The locale has been selected on the basis of interview schedule conducted in 3.3.1.

3.4.2 Selection of sample

To fulfill the need of the study 50 female (approximately) respondents of the age group of 18-23 years from colleges and educational institutes of each city of Tri-city who obtained low score regarding the knowledge of khadi will be approached for attending the workshop.

Figure: 3.6 Sample Selection

3.4.3 Tools and techniques used

i. **Pre-testing:** In order to find the validity of the study material, brochure, film and feedback forms pre-testing will be through discussions with the textile and fashion experts. A total number of ten textile and fashion experts will be selected to evaluate

the framed questionnaire. Five experts from teaching, three industry experts and two designers will be selected as judges for the assessment of the study material, brochure, film and feedback forms.

ii. **Workshop:** The knowledge and awareness about khadi will be spread among the target population by conducting nine workshops in three sessions each in Chandigarh, Mohali and Panchkula. The workshops will be conducted in following sessions with the gap of minimum two months:

Table: 3.1 Workshop plan

Session	Topic	Content	Method	Material used
I	Introduction about khadi	Khadi, its types, varieties	i. Power point presentation ii. Collected swatches to be presented iii. Worksheet to be filled by the respondents (Annexure - IV)	Brochures, worksheets, fabric swatches
II	Importance and merits of khadi	Sustainability, eco-friendly, Gandhian ideology	i. Power point presentation ii. Short film of 10-15 minutes iii. Discussions iv. Quiz (Annexure - V)	Showcasing of developed female apparel range
III	Process of making khadi	Knowledge about the processes involved in making khadi – from fiber to	i. Power point presentation ii. Local spinners and weavers will be called for interaction iii. Showing of spinning and weaving process	Charkha, Handloom

		fabric	iv. Discussions	

3.4.4 Data Collection

a) **Feedback:** The data will be collected by filling the feedback forms by the respondents after each workshop to evaluate the increase in their knowledge. The collected data will be analyzed on the basis of five point rating scale on the following parameters

i. Appropriateness of the workshop
ii. Relevance
iii. Subject oriented
iv. As awareness tool
v. As promotional tool
vi. Buy and wear khadi as fashion statement

Rating Scale: Excellent-5, Very good-4, Good-3, Fair-2, Poor-1

b) Increase in knowledge (Post test)

The knowledge of the respondents will be assessed and administered by pre-test and post-test format. Same questionnaire (annexure – II) will be given to the respondents at the end of the workshop.

3.4.4 Data analysis:

Collected data will be tabulated, coded, edited and analyzed via using statistical tools to draw meaningful inferences:

i. **Pre and post test:** Pre and post test scores for all the respondents will be calculated by using statistical tools.
ii. **t-test:** T-test will be used to test the significance of difference in gain in knowledge of the respondents through workshops.
iii. **ANOVA:** Analysis of variance will be used to test the significance of difference in increase in knowledge through workshop.

Inclusive Criteria

1. Female consumers who buy khadi fabric and apparel from khadi sales outlets.
2. Female consumer who wants to increase their knowledge regarding khadi.

Limitations of the study

1. The study is only limited to Tri-city, Chandigarh, Mohali and Panchkula.
2. Only female respondents will be approached for data collection.
3. Respondents will be from educational institutions and colleges only.

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